

## La Crosse's Brownfields Success Story

- ☞ Overview of Downtown Revitalization Efforts
- ☞ City Vision 2000 Master Plan
- ☞ TIF Districts Downtown
- ☞ Riverside Redevelopment Project



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## Wisconsin DNR Assistance

- ☞ BEAP Sites-CenturyTel Project
- ☞ Soil and Groundwater Contaminants and Remediation
- ☞ Land Recycling Tools
- ☞ Department Actions
- ☞ Redevelopment

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## REVITALIZATION MILESTONES

- THE DARK YEARS 1978-1989
- Downtown Mainstreet Inc. emerges 1989-1991
- CityVision 2000 Master Plan - 1992
- Plan Implementation 1994-2000 & Beyond
- Key Successes

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Downtown decline  
Factors to 1989

- Valley View Mall Constructed 1978
  - Major Retailers Leave in Mass Exodus
- Urban Renewal
  - Demolition of Post Office, County Courthouse Stoddard Hotel, Warehouse District
- Harborview Redevelopment Project Stalls Out
- No Overall Strategy

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Moving the Downtown Forward in the  
next Century

- City Vision 2000 Master Plan Update
- Tax Incremental District Number 6 Project Plan Amendment
- La Crosse City Vision Foundation

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Unanimously approved by the Committee of the Whole and the Common Council, June 1999

CITY VISION 2000  
MASTER PLAN UPDATE

A Comprehensive Master Plan for the La Crosse Historic Central Business District



**OTA / SIO**  
DESIGN CENTER

Schrieber/Anderson Associates, Inc. • Vandewalle & Associates • Anderson Illustration Associates

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### Master Plan Goals

1. Link Future with La Crosse's Historic Past
2. Downtown as Multi-Use Activity Center
3. Maximize Public Access to the Rivers
4. Establish a Theme for Downtown, building on La Crosse's Unique Resources
5. Improve Transportation Access to Downtown for all Transportation Modes
6. ID Key Redevelopment Projects
7. Establish a Market-Driven Implementation Strategy

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### UPDATED GENERAL RECOMMENDATIONS



- REVIEW ALTERNATIVE SITES FOR FARMERS MARKET
- LINK DOWNTOWN WITH REVITALIZED NEIGHBORHOODS
- IMPROVE & EXPAND TROLLEY SYSTEM
- BUILD CENTRAL TRANSIT CENTER
- EXPAND AND BETTER MAINTAIN PUBLIC PARKING FACILITIES
- EXPAND YEAR ROUND SPECIAL EVENTS PROGRAMMING

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### UPDATED GENERAL RECOMMENDATIONS

- EXPAND STREETSCAPING AND WAYFINDING THROUGH OUT DOWNTOWN
- FORMALIZE DEVELOPMENT RECRUITMENT PROCESS
- IMPLEMENT COMMERCIAL HISTORIC DISTRICT PLAN
- COORDINATE STREETSCAPING AND WAYFINDING WITH DOT AND CITY PROJECTS

•STUDY TRAFFIC CALMING MEASURES FOR DOWNTOWN CREATE A DESIGN REVIEW BOARD TO IMPLEMENT BUILDING DESIGN STANDARDS

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### Plan Implementation

- TIF # 6 Created in 1994
- First Capital Projects in 1995
  - Pearl Street Streetscaping
  - Riverwalk
- Create Nat. Regis. Dist followed by Historic Preservation Plan
- Streetscape several streets per year

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### Priming the Pump

- \$22 Million in Capital Borrowing in 5 years
  - \$14 Mil. LAX Center, \$3 Mil. Mkt. Sq. Ramp, \$3 Mil. Streetscaping
- \$1 Mil. DOC Brownfield Grant-CenturyTel
- \$1.4 Mil. TEA21 Bike Trail
- \$700,000 TEA21 Levy Reconstruction
- \$100,000 DNR Waterways Grant - Levy
- \$250,000 DNR Waterways Grant -Riverwalk
- \$5.4 in State Trust Fund Loans

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## Major Success Stories

- Riverwalk, Pearl, Main, 5th Ave, 7th, 3rd, 4th, Jay Streets-City commitment
- Hundreds of small projects - private sector
- La Crosse Center Expansion, Holiday Inn, Mike's Building Supply, Marriott, Market Square Ramp, CenturyTel Midwest Headquarters, Riverplace Apts. State Bank, Ross Warehouse, Brueggers Bagels, storefront renovations

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## Major Success Stories

- Children's Museum, Delta Queen Steamboat, Julia Belle Swain, EDS, First Logic, First Federal Savings Office Bldg.
- 60 new businesses, Rubber wheeled trolley
- Nat. Main Street Finalist 1997 and 1998
- Public/private partnership

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# Tax Incremental District Number 6 Project Plan Amendment




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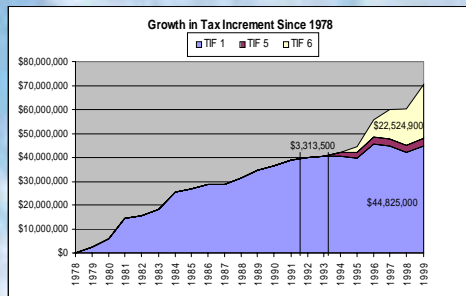
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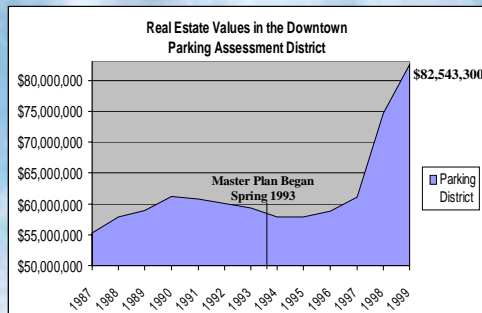
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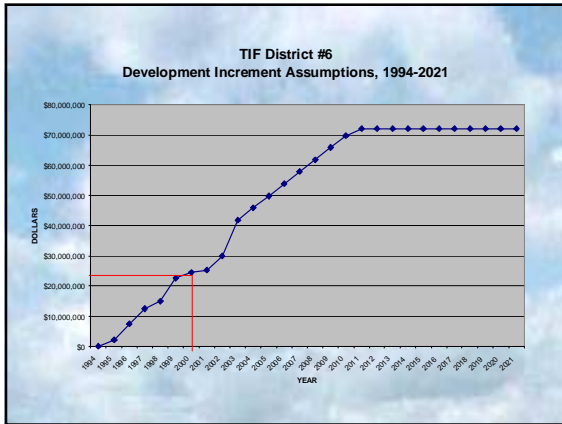
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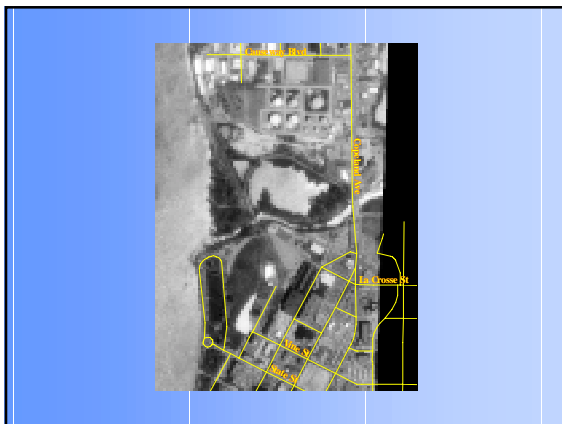
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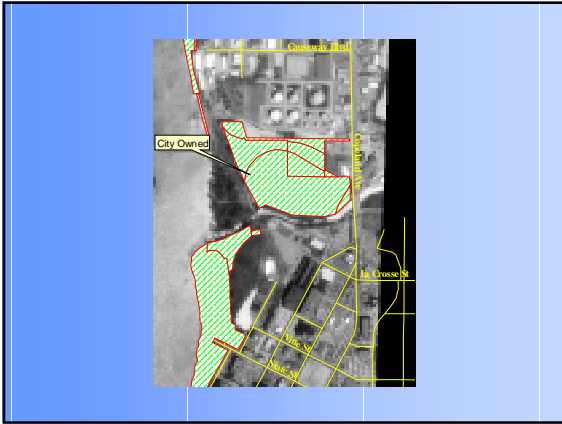
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# NOTABLE PLAN MODIFICATIONS LA CROSSE RIVER DISTRICT

- **DEVELOP AREA NORTH OF LA CROSSE RIVER TO INCLUDE NATURAL AREAS, TRAILS, PARK IMPROVEMENTS, BUSINESS PARK**
- **ADAPTIVE REUSE OF MACHINE PRODUCTS AND MIXED USE OF OKTOBERFEST GROUNDS**
- **MIXED USE DEVELOPMENT OF FRANK LIQUOR AND AREA SOUTH OF MACHINE PRODUCTS i.e. structured parking, retail, office**
- **BUILD THE TRANSIT CENTER**
- **CREATE MAJOR GATEWAY/ENTRANCE FEATURE VIA HWY 53**
- **IMPROVE BAND SHELL IN RIVERSIDE PARK**
- **ELIMINATE HAMBURGER STAND IN JOHN NOLEN'S PARK**





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**Loren A. Brumberg**  
**Department of Natural Resources**

- ☞ **Soil Contaminants**
- ☞ **Soil Remediation**
- ☞ **Groundwater Contaminants**
- ☞ **Groundwater Remediation**
- ☞ **Land Recycling Tools**
- ☞ **Department Actions**
- ☞ **Redevelopment**

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### Soil Contaminants

- ☞ **Volatile organic compounds (VOCs)**
  - Benzene
- ☞ **Semi-volatile organic compounds (SVOCs)**
  - Polycyclic aromatic hydrocarbons (PAHs)
- ☞ **Pesticides**
- ☞ **Polychlorinated biphenyls (PCBs)**
- ☞ **Inorganics**
  - arsenic
  - cadmium
  - chromium
  - lead

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## Soil Remediation

- ☞ Excavation and removal of approximately 3,300 cubic yards (4,600 tons) of lead-contaminated soil with concentrations exceeding 500 ppm.
- ☞ Excavation and removal of approximately 2 cubic yards (six 55-gallon drums) of lead-contaminated soil that failed the Toxic Characteristics Leaching Potential (TCLP) test for lead.

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## Soil Remediation

- ☞ Excavation of approximately 585 cubic yards (820 tons) of PAH-contaminated soil in a source area for the purpose of enhancing groundwater quality.
- ☞ Engineering Controls via placement of 12 inches of clean soil or an impervious surface over entire project area to eliminate the health risks from direct contact with low concentrations of PAHs and metals.
- ☞ Institutional control via deed notification.

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## Groundwater Contaminants

### ☞ Semi-volatile organic compounds(SVOCs)

#### ➤ Polycyclic Aromatic Hydrocarbons (PAHs)

chrysene (ES)

benzo(b)fluoranthene (ES)

benzo(a)pyrene (ES)

### ☞ Inorganics

Arsenic (PAL)

Barium (PAL)

Cadmium (PAL)

Chromium (PAL)

Lead (PAL)

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## Groundwater Remediation

☞ Source removal of PAH-contaminated soil from saturated zone.

☞ Natural attenuation monitored by 6 on-site and 2 off-site groundwater monitoring wells.

☞ Institutional control via deed restriction.

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**LAND RECYCLING TOOLS  
RIVERSIDE REDEVELOPMENT  
PROJECT  
CENTURYTEL SITE**

- ☞ **Brownfields Environmental Assessment Program (BEAP)**
- ☞ **Commerce's Brownfields Grant Program**
- ☞ **Voluntary Party Remediation & Exemption from Liability (VPLE)**
- ☞ **General Liability Clarification Letter**

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**Department Actions**

- ☞ **Conditional Approval of the *Site Investigation Report* and *Remedial Action Plan* for the *Riverside Redevelopment Brownfield Site* under the Voluntary Party Remediation and Exemption from Liability Statute.**

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## Redevelopment

☞ **CenturyTel® Midwest Regional  
Telecommunications Headquarters**

☞ **Riverplace Apartments II**

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